

From: Shirley Biro, Committee Chair

To: Council of Governors

Date: 23 November 2017

Subject: Communications and Engagement Committee Report

1.0 Purpose of the Report

1.1 To update the Council on the work of the Communications and Engagement Committee.

2.0 Background

2.1 The Communications and Engagement Committee has been established to carry out specific duties on behalf of the Council, including reviewing the Trust's Membership Strategy and communications with members and among Governors.

2.2 The core membership of the Committee is as follows:

- Shirley Biro, Newham Public Governor (Committee Chair)
- Rubina Shaikh, Bedford Public Governor (Committee Vice Chair)
- Ernell Diana Watson, Newham Public Governor
- Keith Williams, Luton Public Governor
- Joseph Croft, Staff Governor
- Robin Bonner, Staff Governor
- Kemi Rosiji, Rest of England Public Governor
- Hazel Watson, Newham Governor

2.2 The Communication and Engagement Committee meetings are open to all Governors. Those Governors who are not core members but wish to attend, need to notify the Committee Chair and Membership Office.

2.3 The Committee last met on 16 October 2017.

3.0 Membership Survey

3.1 Following the request from the Council to concentrate on the Membership Strategy and communication with members, the Committee started the analysis of the latest Membership Survey carried out in September 2017 by pulling out themes to feed into the refresh of the Membership Strategy.

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3.2 Committee Chair Shirley Biro and Membership Manager Edwin Addis compared the results of the latest Membership Survey with the previous one to identify themes and developments:

- 233 members completed the survey (190 completed the online survey and 43 returned completed paper surveys (not all respondents answered all questions).
- 55% of respondents said that the reason why they became members has been accomplished (compared with 53% in 2017)
- 60% do not know who their local Governors are (65% in 2015)
- 56% do not know how to contact their local Governors (67% in 2015)
- 53% felt well informed about Trust issues (56% in 2017)
- Slight increase in % of members who prefer receiving information via events 14% (13% in 2015), website 11% (7% in 2015) and social media 8% (7% in 2015).

3.3 At its December meeting, the committee will discuss the themes identified from the survey results and the refreshed Membership Strategy and send it to the next Council meeting for approval.

4.0 Communications Update

4.1 Head of Communications Janet Flaherty provided a media update. ELFT recently featured in the following national news items:

- CQC annual report on Sky News. ELFT's "Discharge to Assess" initiative in Tower Hamlets was praised as an example of good practice.
- ELFT is in talks with BBC's ONE Show about featuring the ground breaking new model of delivering care in Tower Hamlets. The new model is closely aligned to the internationally recognised Buurtzorg community nursing care model in Holland.
- World Mental Health Day events that ELFT organised on 10 October 2017.
- Article about ELFT in the October edition of Nursing Standard magazine.

4.2 Janet also explained how the Trust communicates with members who do not use email (posting quarterly TrustTalk magazines and special flyers about working lunch meetings and/or annual members' meetings and governor elections). The Trust is also looking at introducing texting to members who provided their mobile numbers.

4.3 Communications Team will produce a proposal for a 3 minute video that will promote the role of a governor.

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5.0 **Governors' Social event**

5.1 Governors suggested at their last Governors' Open Forum meeting to appoint a small working group to organise a social event early in the New Year.

6.0 **Action being requested**

6.1 The Council of Governors is asked to **RECEIVE** the report and:

- **APPROVE** the recommendation to appoint a working group to organise the Governors' social event.